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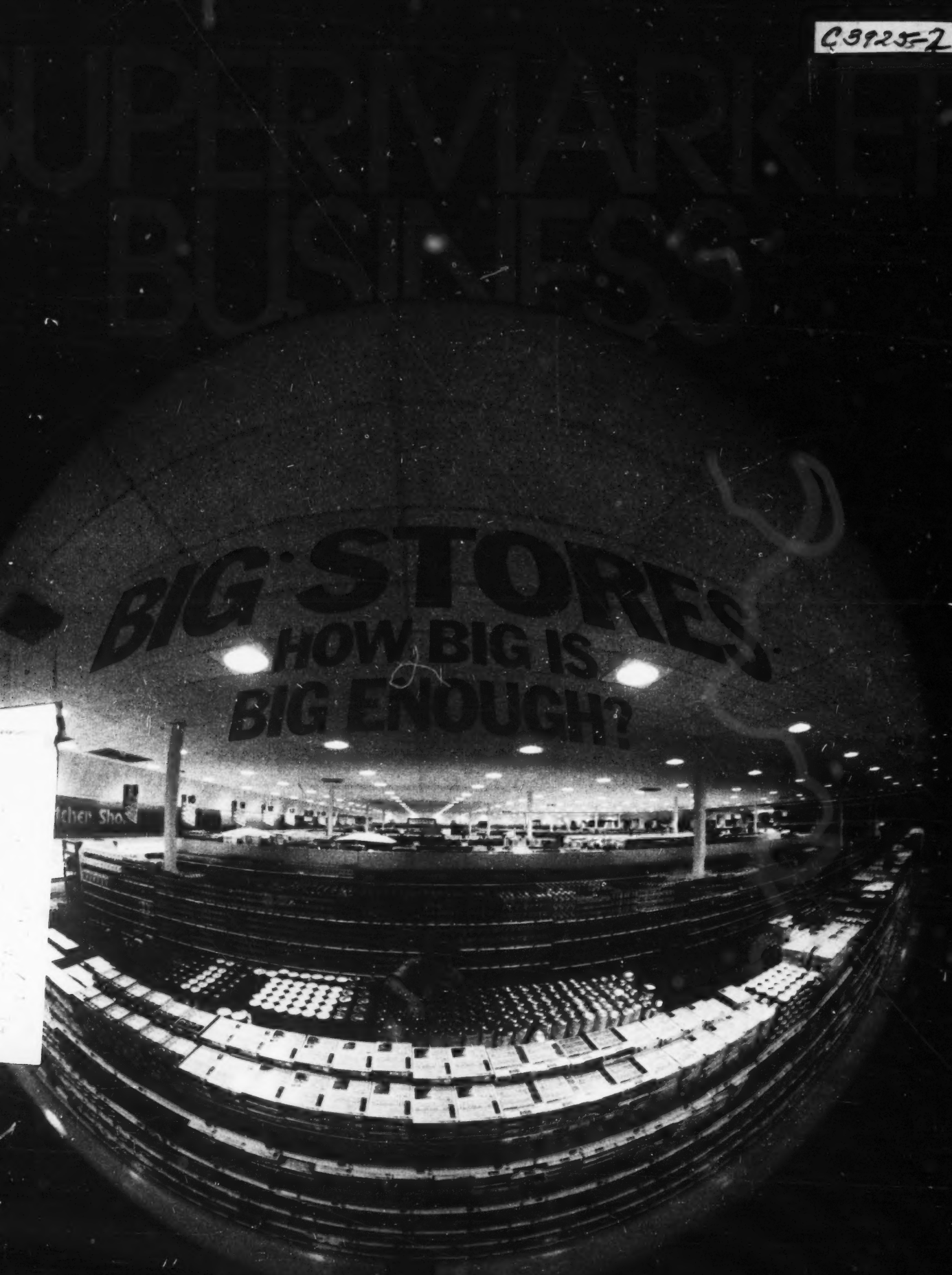

Instore Packaging: Food Safety Is A Bugaboo

Getting Seafood Sales Back In The Swim

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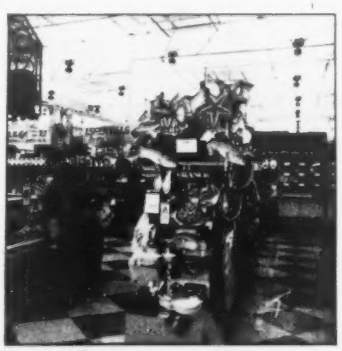

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INSTORE PACKAGING: WILL FOOD SAFETY BECOME A BIG BUG IN YOUR PROGRAM? MIKE DUFF **18**

While instore packaging can make foodservice operations more profitable and more attractive to your customers, critics contend it boosts food safety risks.

COVER STORY:
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With stores getting bigger each year, perhaps it's time to ask how big a store should be to accomplish its desired tasks. But making the right decision is difficult.

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While recipes are a key merchandising tool, not just any recipe will do. Customers are looking for more spicy, flavorful fish dishes.

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ONE GOOD FIXTURE: WORTH A THOUSAND SALES? LAUREN LEKOSKI **37**

To capture more GM/HBA impulse sales, retailers are paying more attention to display.

NONFOODS IN SHORT ORDER LAUREN LEKOSKI **45**

The nonfoods Service Center helps make University Market Deli a popular place to go for a host of varied offerings.

INSTORE BUSINESS IN SELECTED EDITIONS ONLY

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OLD-STYLE STORE GOES TO SCHOOL ON NEW SHOPPER NEEDS LAUREN LEKOSKI **1A**

Self-serve sandwiches, a hot foods bar, soup and salad are just some of the courses available at University Market Deli, a remodeled Piggly Wiggly in Tacoma, Wash.

NEED SOME NEW SERVICE TRAINING SOURCES? DAVID LITWAK **11A**

There is some help available for training service department employees. Here's a collection of sources to help you get started ... or give you some new ideas.

SUPERMARKETS: THE NEW COMPETITION ARLENE GURMAN SPIEGEL **24A**

Caterers are sitting up and taking notice of the serious inroads supermarkets are making into their business.

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BPA ABP

By Ken Parish, Editor-in-Chief

Back To The Jungle?

Glen Woodard, that good ol' boy from Winn-Dixie, used to say that the only thing he wanted the federal government to do was to deliver the mail and guard the coast at Mobile. That's just about as far as you can carry the creed of government deregulation, but it would appear that the spirit of that political notion still lives. Woodard, of course, wasn't serious. I am not so sure about others in this present Administration and the past one.

Deregulation can be a sensible thing in some aspects of our business, economic and social lives. The trucking industry may be one that has benefited. But deregulation of the airlines has benefited almost nobody except a few buccaneers and the giants who were already doing very well.

The so-called healthy increase in competition has produced little except more bankruptcies, takeovers and soaring fares. Even the ancillary businesses, such as hotels and car rentals, are being adversely affected by the high fare rates and loss in customers. The fares to businessmen who must travel to "remote" parts of the country, such as Kansas City and Dallas, are an insult when compared with fares to Florida and California from almost anywhere. This used to be called "gouging" and "usury"—words that hardly exist in the language, anymore.

Asking for enforcement

And what of the food industry? In all my years associated with the food and grocery industry, I do not recall a period of time where the industries' trade associations were actually asking the federal government for more and better enforcement of the laws, and more regulation. Yet, that is what we are beginning to hear at every industry meeting.

The trade associations realize that when it comes to trade practices, food safety and antitrust, *laissez-faire* in a capitalist, big business economy has little to do with an 18th-century concept of *laissez-faire* in a mercantilist economy. Thank you, Adam Smith, for getting us started in the right direction. Now, shut up.

USDA and SIS

Yet, it continues. Not only do we have a Federal Trade Commission that does not believe in enforcing the antitrust laws it was commissioned to do, now we have a Department of Agriculture charged with the regulation of the meat industry that wants to handcuff its meat inspectors with something called the Streamlined Inspection System or SIS.

> Upton Sinclair, dust off that dust. We may need you, yet again.

This new system, hailed as "more efficient and scientific" by USDA, no longer splits the carcasses into beef sides that can be hung and twirled around for inspection.

Now, in this system in test for the past three years, and about to be instituted this year, the carcasses go by at the rate of five a minute, permitting the inspectors all of 12 seconds to inspect the whole carcass, both inside and out. Yes, there is a mirror some 15 feet away, usually covered with condensation, with which to inspect the back side of the carcass.

But the most wonderful part of this latest advance in government deregulation is that neither the meat packing industry nor the American Meat Institute, which represents the packers, is all that happy with the new system. They quite sensibly realize that just as the meat industry is moving toward branded consumer cuts, where the packers will be assuming total marketing responsibility, from the feed lot to the consumer, it is *they* who must answer to the consumer for any health problems that may arise.

This happy news also comes at a time when aflatoxin-contaminated grain is beginning to make its way into the food chain. Just last month, 400,000 pounds of Michigan milk had to be dumped because the cows had been fed aflatoxin-contaminated cottonseed. This, by the way, after we have received many reassurances that we had little to worry about when it came to aflatoxin and the food chain. How much of this contaminated milk has already made it onto supermarket shelves is anybody's guess.

Here comes Ralph Nader

Meanwhile at the FTC, Chairman Daniel Oliver, the exalted keeper of the *status quo* (that is, to do nothing), is about to be replaced. By a zealot of antitrust and Robinson-Patman? By an economist, knowledgeable in the ways of commerce? By a lawyer, perhaps? No, by Janet Steiger, now chairwoman of the Postal Rate Commission and friend of President Bush and family. Once you've got the title, the jobs are interchangeable, it seems.

Where all this fiddling while the food industry burns is headed is anybody's guess. But one can't help looking over one's shoulder for the Ralph Naders and the Carol Tucker Formans, and the next Great Consumer Movement now massing on the horizon. Upton Sinclair, dust off that dust. We may need you, yet again. ■

SAMI UPDATE

HEALTH & BEAUTY AIDS: SAMI FOUR-WEEK FOOD STORE UNIT TRENDS VS. YEAR AGO

PRODUCT GROUP AND CATEGORY	% CHANGE VS. YEAR AGO 4 WEEKS ENDING 1/27/89	4 WEEKS ENDING 2/24/89	4 WEEKS ENDING 3/24/89
BABY NEEDS	**– 9.9%**	**– 5.4%**	**– 4.9%**
Baby Powders	– 7.6	+ 3.3	– 5.1
Baby Oils, Creams & Lotions	–16.3	–11.4	– 9.5
Infant Clothes	– 9.9	–10.9	– 4.4
Nursing Supplies	– 2.3	– 0.4	+ 1.2
DEODORANTS	**– 1.6%**	**+ 1.6%**	**– 0.7%**
Sprays	+ 2.5	+ 5.7	– 6.0
Roll-Ons	– 8.3	– 5.5	– 4.0
Stick Deodorants & Pads	– 0.2	+ 2.5	+ 3.7
Creams	–12.1	–14.8	–11.4
Deodorants & Talcum Powders	+17.6	+ 8.9	– 3.9
Feminine Hygiene Deodorants	+27.6	+21.9	+24.1
Foot Deodorants & Athlete's Foot Remedies	+ 6.4	+ 7.3	+ 1.8
Feminine Douches	– 6.4	+ 3.2	– 1.4
FIRST AID	**– 2.4%**	**– 3.0%**	**– 3.7%**
Antiseptics	+ 0.4	– 3.2	– 7.7
First Aid Products	– 3.2	– 3.0	– 2.4
HAIR CARE NEEDS	**– 0.4%**	**+ 0.6%**	**+ 1.2%**
Shampoos	– 4.6	– 1.5	+ 2.5
Hair Sprays	+ 6.2	+ 5.7	– 1.8
Hair Conditioning Rinses	+ 2.9	+ 3.2	+ 6.2
Hair Setting Needs	+ 0.2	– 0.5	+ 3.7
Home Permanent Kits	–11.0	– 9.1	– 9.1
Hair Coloring	+ 0.3	– 4.0	– 1.5
Hair Dressing Needs	–11.1	–11.6	–12.9
ORAL HYGIENE	**+ 1.2%**	**– 0.8%**	**– 3.1%**
Toothpastes & Powders	+ 0.2	– 9.6	– 4.2
Mouthwashes	– 1.5	– 0.5	+ 2.0
Breath Fresheners	– 4.0	– 2.2	– 3.1
Denture Cleaners	– 1.1	– 0.4	– 9.9
Denture Adhesives	– 2.6	– 1.1	– 2.8
Toothbrushes	+ 4.5	– 1.3	– 3.9
Dental Aids	+12.5	– 3.7	– 3.8
PROPRIETARY REMEDIES	**– 3.2%**	**– 1.4%**	**– 1.7%**
Antacids	– 7.7	– 4.9	– 6.7
Internal Analgesics	– 4.7	+ 0.1	– 1.1
External Analgesics	– 4.1	– 3.5	– 4.5
Cold Remedies	+ 4.0	+13.9	+ 4.0
Nasal Sprays—Drops—Inhalers	– 6.7	– 5.3	–10.8
Chest Rubs	– 7.5	+ 8.5	+ 3.3
Cough Remedies	– 6.4	+ 8.2	– 2.9
Laxatives	+ 0.4	– 3.1	+ 0.6
Sleeping Aids	– 1.5	+ 2.7	+ 1.5
Tranquilizers	– 6.8	+ 9.1	+ 1.1
Synthetic Vitamins	+ 3.8	+ 5.5	+ 0.3
Eye Care Products	+ 5.5	+ 2.5	+ 7.0
Appetite Suppressants	–11.2	–23.4	–22.9
SHAVING NEEDS	**– 4.1%**	**– 2.8%**	**– 1.3%**
Shaving Creams	–15.3	–11.2	–13.0
Pre-Shave Lotions	+ 3.7	+ 9.7	– 4.2
After-Shave Lotions	– 2.1	+ 1.7	– 5.6
Razor Blades	+ 0.5	+ 7.2	– 0.6
Razors & Blades	+ 1.1	– 3.3	+ 4.2
SKIN CARE AIDS	**– 7.4%**	**– 1.3%**	**– 7.1%**
Hand & Body Creams & Lotions	– 8.9	+ 2.4	+14.9
Facial Preparations	– 1.8	+ 7.9	– 2.0
Lip Care Products	–11.5	– 3.6	+ 0.7
Suntan Lotions & Oils	+23.0	+42.3	+19.5
Cosmetic & Medicated Skin Aids	– 3.9	+ 0.9	– 3.9
TOTAL ALL CATEGORIES	**– 1.1%**	**+ 0.1%**	**– 0.1%**

HBA Food Store Trends In March Continue Gloomy '89 Performance

Lackluster pace results from the failure of new products to expand sales movement.

BY ALAN MILLER JR.

Unit volume in all 52 HBA categories combined fell 1.1% shy of the level achieved in the corresponding year-ago 28-day interval for the period ending March 24, 1989. This bearish performance represents a fallback from the preceding period, when the loss was just 0.1% as compared with a 2.3% decline in January.

Competition from drugstores cannot be cited as a reason for the continuing poor performance in food stores since HBA national drugstore sales were also slightly behind the year-earlier pace (less than 0.1%).

Explaining the weakness

Part of the explanation for the weakness among health and beauty aids can be found in the failure of new products to provide expansion of sales in high-volume categories during the better part of the past year.

Hair care needs has often been the battleground of new product proliferations in the past, but during the year ending March 24, 1989, there were only three new or roll-out brands in this product group with significant 12-week national volume: Clean & Clear & Jheri Redding hair sprays and Vital Care hair sets. And none of these new or roll-out entries seems destined to contribute importantly to the volume in the categories in which they compete.

During the 12-week interval the new HBA brand with the highest volume was Jergens' Eversoft hand & body lotion. Ranking second in this hierarchy was the Church & Dwight roll-out brand, Arm & Hammer Dental Care. In all 52 HBA categories combined there were only 21 new or roll-out million-dollar brands with sufficient volume to rank them among the major performers during the most recent 12-week period.

Not only does the HBA product department rank last in tonnage, but its 4.3% dollar increase also lags behind the other four product departments, where gains of 9.6% for refrigerated products and 9.3% for shelf-stable foods were the pace-setters. The dollar gain for frozen foods was 5.4%, while retail dollars increased 7.6% among dry grocery nonfood items.

On a tonnage measurement basis the leading department was refrigerated foods with a four-week poundage increase of 6.1%. The poundage increase among frozens was 3.0% and it was 4.7% ahead in the shelf-stable foods department. Unit sales of dry grocery nonfood products were also unimpressive, with four-week growth of only 0.6%. Here again, unlike the food departments, a dearth of high-volume innovative new brands can be held largely responsible for the current absence of sales vitality.

During the four-week period under scrutiny, there were only two product groups with tonnage gains: hair care needs (+1.2%) and skin care aids (+7.1%). The highest loss rate was the 4.9% decline registered by baby needs, followed by a loss of 4.5% in the shaving needs product group. There was a fallback amounting to 1.7% in the high-volume proprietary remedies product group, while a loss of 3.1% was found among oral hygiene items, the product group with the second highest level of unit sales in the HBA department.

At the product category level of measurement the ratio of gains to losses was 20 to 32, not counting three new categories being tracked by SAMI in which two full years of data are not yet available (contraceptives, personal lubricants and home testing kits). During the four-week period in which there are year-ago corresponding period sales, each of these three categories has enjoyed unit growth. Home testing kits were up 38.0%, per-

SAMI UPDATE

Continued from page 53
sonal lubricants gained 25.8% and contraceptives increased by 12.4%.

Only one out of four categories of baby needs showed a four-week unit volume gain, with movement of nursing supplies gaining 1.2%. This is the only category in the product group with an increase on an annual basis. There have been no major new brands in this section since the launching of Mennen's Baby Magic Rich N Creamy, which helped to improve the company's franchise in the baby oils, cream & lotion category.

Four-week unit volume in the personal deodorants product group fell 0.7 behind the year-ago level. The only gains of note were in stick deodorants (+3.7%), feminine hygiene deodorants (+24.1%) and food deodorants & athlete's food remedies (+1.8%) categories.

During the past 52 weeks there have been only four new brands in the entire product group and three of these were spray deodorants: Lady Speed Spray and Speed Spray (both by Mennen) and Bristol-Myers's Ban. The fourth new brand was Old Spice in the roll-on category.

First aid needs help

Both first aid categories are exhibiting weakness, with the four-week declines amounting to 7.7% in the case of antiseptics and 2.4% for first aid products. In the former category the best performance has been achieved by Cortizone 5 (Thompson Medical) and Benadryl (Warner-Lambert). There were no outstanding performers in the first aid products category.

Hair care needs, as noted, was one of the two HBA product groups with plus volume. The gain can be credited to improved performance in three categories: shampoo (+2.5%), hair conditioning rinses (+6.2%) and hair setting needs (+3.7%). These increases were sufficient to erase sales losses in the other four categories.

A loss of 1.8% in the hair spray category marks the first decline in two years and came in spite of the national launching of Clean & Clear spray and particularly strong gains for L'Oreal Studio, Bold Hold and Pantene.

The only major brand of home permanent kits with a continuing upward trend was Sterling Drug's Ogilvie, and the best performance in the hair coloring category was achieved by Just For Men. Of the 19 million-dollar brands of hair dressing needs the only 12-week gain was a 3.8% plus for Style.

There are several oral hygiene categories measured by SAMI and the only gain during the 28-day span was 2.0% for mouthwash. Four-week unit volume in the toothpaste category fell by 4.2%, or more than one million packages.

Colgate has entered the children"s toothpaste segment with Colgate Jr., while Arm & Hammer Dental Care has completed national distribution and is now one of the top ten brands in the category. The other kids' toothpastes appear to have run out of steam, and of the top five brands the only increase was turned in by Colgate Tartar Control.

Proprietary breaks even

Of the 14 product categories in the proprietary remedies product group, the gains and losses were just about evenly divided, especially if the 1.1% gain in the ultralow-volume category of proprietary tranquilizers is disregarded. Antacid four-week volume declined 6.7%, a loss of 1.1 million units. Part of this loss was erased by the gain of nearly half a million units in the four-week sales of cold remedies.

It was not an active period for cough and cold remedies, where losses of 2.9% occurred in the cough remedies category and nasal sprays-drops-inhalers unit sales retreated 10.8%. The allied internal analgesics category suffered a decline of 1.1%. The most significant loss rate in the product group was the 22.9% downturn for appetite suppressants.

On the plus side of the ledger, there were six proprietary remedy categories in which the four-week unit volume trend represented an improvement over 12-week performance: internal analgesics (−1.1% vs. −1.9%), chest rubs (+3.3% vs. −0.7%), laxatives (+0.6% vs. −0.7%), sleeping aids (+1.5% vs. +0.9%), tranquilizers (+1.1% vs +0.9) and eye care products (+7.0% vs. +5.0%).

There was only one shaving needs category with a gain rate for the four-week, 12-week and 52-week periods, and that was the razors & blades category.

Unit volume of razor blades is running 1.3% ahead of year ago for the full year, but a dearth of new products has hurt growth currently and the loss for the four-week interval amounted to 0.8%. The most precipitous loss rate was the four-week decline among shaving creams amounting to 13.0%.

In most reporting periods of late the best record has been furnished by the skin care aids products tracked by SAMI, and March was a good month overall for these products.

The 7.1% four-week increase was the result of vitality behind hand & body creams and lotions (+14.9%), suntan lotion-suntan oil (+19.5%) and an improvement of 0.7% for lip care products, compared with a loss of 5.9% on a 12-week reporting basis. ■

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